



## Vaccine Equity Initiative

### A Resource Guide to Support & Strengthen Your Community's Vaccination Efforts

DPH is implementing a community-based and driven system, designed around needs and assets for each individual community. This approach is centered on equity, a core pillar of the Massachusetts vaccine distribution plan. Our goal is to work in collaboration with our local communities, to meet people where they are, and to reduce barriers – both physical and otherwise – to getting the COVID-19 vaccine.

The Vaccine Equity Initiative focuses on the 20 cities and towns with the greatest COVID-19 case burden, taking into account social determinants of health and the disproportionate impact of COVID-19 on BIPOC. These communities are Boston, Brockton, Chelsea, Everett, Fall River, Fitchburg, Framingham, Haverhill, Holyoke, Lawrence, Leominster, Lowell, Lynn, Malden, Methuen, New Bedford, Randolph, Revere, Springfield, and Worcester.

Resources are available to support and strengthen your community's vaccination efforts. These resources fall broadly under three categories: communications, community outreach and engagement, and vaccine access and navigation. Together, we will work with you to leverage and coordinate state resources, mobilize local resources and customize support based on your community's needs.

For more information, please visit [mass.gov/CovidVaccineEquity](https://mass.gov/CovidVaccineEquity).

### Communications Materials

- **Trust the Facts. Get the Vax.**

Have you seen our ads? Our new multilingual public awareness campaign, "[Trust the Facts. Get the Vax.](#)" promotes the safety and efficacy of the COVID-19 vaccine and urges residents to get vaccinated when it is their turn. The ads feature a diverse group of physicians who highlight the importance of the vaccine and aim to build trust with communities of color and other groups disproportionately impacted by COVID-19. Please share the videos with your networks.

- **Stop COVID-19 - Vaccine Education & Outreach Materials**

These [educational materials](#) are available for use by vaccine providers, community-based organizations, state and local government, and others to use in their public outreach and messaging efforts. There are a number of graphics, fliers, and posters in multiple languages on topics including timeline for distribution, how to get a COVID-19 vaccine, and preparing for your COVID-19 vaccination appointment.

- **Multilingual COVID-19 Materials**

[COVID-19 resources](#) are now available in Spanish, Portuguese, Simplified Chinese, Traditional Chinese, Haitian Creole, Vietnamese, Albanian, Arabic, Cape Verdean, and Russian.

- **COVID-19 Vaccine Frequently Asked Questions**

This [FAQ document](#) outlines common questions about the COVID-19 vaccine, getting vaccinated, vaccine safety, and more.

- **Guide to Hosting a Forum on the COVID-19 Vaccine**

This [guide](#) is designed for providers, community groups, and others to host meetings or local forums regarding the COVID-19 vaccine, with the goal of increasing vaccine acceptance.

- **CDC Communication Toolkit for Community Based Organizations**

This [toolkit](#) will help your organization educate community members about COVID-19 vaccines, raise awareness about the benefits of vaccination, and address common questions and concerns.

## **Community Outreach & Engagement**

- **DPH Vaccine Ambassador Program**

DPH COVID-19 vaccine ambassadors are available to attend community forums or meetings to share information about the safety and development of the vaccine. They support efforts to provide clear, accurate, consistent information about vaccine, build trust and vaccine confidence, dispel vaccine misinformation, and encourage vaccine uptake. Forum ambassadors are not vaccine experts or clinicians but are public health professionals with experience in community settings. They can speak, answer questions, and/or listen to your feedback to share with DPH.

- **Focused Grassroots Outreach**

A local team of trained staff and residents will be deployed based on community input into identified neighborhoods to support efforts to increase trust in the vaccine's safety and efficacy, increase awareness of how, when and where to get a vaccine, and improve vaccine access so that residents are ready when it's their turn and supply becomes available. Communication and outreach will be population-specific, with tailored messages and materials being delivered through door-to-door canvassing and engagement, visibility events, influencer recruitment, and standouts in 'high traffic' areas. Materials will be customized and translated into most commonly spoken local languages.

- **Tailored Community & Faith-Based Outreach and Education**

Funding and work with community- and faith-based organizations to deliver community and/or population tailored outreach and education on the COVID-19 vaccine as well serve as ambassadors to address/reduce barriers to accessing the vaccine. This initiative is an expansion of an existing effort through HRIA focused on COVID-19 mitigation.

## **Vaccine Access + Navigation**

- **Investment in Community Health Centers**

The Massachusetts League of Community Health Centers will increase COVID-19 vaccine access by increasing the capacity of Community Health Centers to do outreach, education, and navigation support to reduce barriers faced by priority populations. Community Health Workers will champion this effort. Expansion will include increasing CHC capacity to increase access to vaccination services.

- **Support for Municipalities and Local Boards of Health**

DPH will directly fund municipalities and collaborate with municipalities and Local Boards of Health to support staffing and public health infrastructure, coordinate vaccine clinics, and promote vaccine trust and confidence.

- **Direct Assistance with Vaccine Access**

Community-based organizations, community health centers, and behavioral health centers will assist individuals to plan for, access, and receive vaccination services through existing venues. Direct services will include guidance about vaccine eligibility, assistance to register for online appointments, transportation to and from vaccination appointment, translation, mobility assistance, and other accompanied supports. Services will be delivered by staff and Community Health Workers with cultural and linguistic competence and experience serving priority populations.

- **Direct Vaccine Administration in Community Settings**

DPH will directly fund qualified organizations to directly administer vaccination to groups not effectively reached by other mechanisms.

- **Mobile Vaccination**

Mobile vaccination sites will be established in locations that optimize access for priority populations, including communities of color, rural populations, indigenous communities, and individuals with access and functional needs, including but not limited to people with disabilities and people with mobility challenges.

## About the DPH Community Liaison Program

The Community Liaison Program is the backbone of the Vaccine Equity Initiative. Each of the 20 communities have a designated DPH Community Liaison who will meet weekly with representatives from your community to assess needs, identify barriers to vaccine access (transportation, registration, etc.) and develop solutions that are tailored for your community. The DPH Community Liaison will also work with Local Boards of Health to enhance community-based response to needs/gaps assessment in infrastructure, and to focus solutions for outreach, engagement, information about vaccine access points, and new options such as mobile sites. The goals of our collective partnership are to build trust and confidence in vaccine safety with your residents and assist residents in overcoming barriers to getting vaccinated when they become eligible and when vaccine supply increases. Please see below for a full list of Community Liaisons.

Municipality	Community Liaison	Municipality	Community Liaison
Boston	Eduardo Nettle	Leominster	Jenna David
Brockton	Andrew Robinson	Lowell	Beth Buxton
Chelsea	Darline Duncan	Lynn	Claudia Catalano
Everett	Darline Duncan	Malden	Washa Liu
Fall River	Jackie Doane	Methuen	Beth Buxton
Fitchburg	Jenna David	New Bedford	Jackie Doane
Framingham	Barry Callis	Randolph	Andrew Robinson
Haverhill	Therese Fleisher	Revere	Claudia Catalano
Holyoke	Therese Fleisher	Springfield	Beth Buxton
Lawrence	Therese Fleisher Perla Roberts	Worcester	Jenna David